


NordAN Conference 2015, 23-24 October, Helsinki

# **NordAN Women's seminar**

**23 October 2015**

***"Networking to resist the impact of media messages  
and pressure on young women"***





# Why a women's section?

NordAN's women's section was formed in 2006 by Sweden's KSAN (Women's Organisations Committee on Alcohol and Drugs Issues) and Finland's Naistenkartano R.y (Women Together Against Addictions) to encourage voluntary organisations to commit themselves more deeply towards issues pertaining to girls' and women's misuse and abuse of alcohol, addictive pharmaceuticals and drugs.

## **The goals of the women's section are:**

- influence attitudes and values regarding girls' and women's abuse and potential for treatment;
- influence decision-makers in the Nordic Countries, the Baltic States and the rest of Europe such that resources are made available for research and preventive initiatives in this field;
- stimulate interest in women's abuse issues among groups that have not previously been involved in work of this nature;
- increase exchanges and cooperation between various players in the Nordic countries and the Baltic States to stimulate increased gender-specific, gender-sensitive initiatives for girls and women in the combat against alcohol and drugs;
- create a joint strategy for NordAN's work in alcohol and drug issues from a women's perspective.

# Follow up of The Nordic Forum in Malmö 2014 - report “ You exist if you are visible”



## NordAN Women section, speakers at the seminar at Nordiskt Forum, Malmö, 12 Juni 2014





# Findings

## **The problem**

- Women's alcohol and drug issues are being overlooked and made invisible, even when considering new actions on women's rights.

## **Actions required**

- It's time to break the male power tradition!
- Change attitudes and values
- Describe women's specific needs
- Have these issues put on the agenda

Jämställdhetsdagarna (Equality days), 27-28 January 2016, Malmö, Sweden

A result of Nordiskt Forum and a follow up!

[jamstalldhetsdagarna.se](http://jamstalldhetsdagarna.se)



# The 10th Women Seminar!

**Gender specific empowerment initiatives of joining the good forces from Nordic and Baltic countries. The goal is to resist the impact of media messages and pressure on young women to become consumers of alcohol and other drugs.**

Moderator: Leena Haraké, General Manager, KSAN/WOCAD, Sweden

## **Program**

15.00 **Welcome by WOCAD**, Sweden and NGO Women together Against Addictions, Finland

15.05 **A review of New Actions on Women's Rights**, Nordiskt Forum 2014, report "You exist if you are visible",  
Leena Haraké WOCAD

15.15 **Networking to resist the impact of media messages and pressure on young women**

Among speakers:

BellaNet, project leader Britt Fredenman, WOCAD Sweden,

Bella Suomi – NGO Women Together Against Addictions – Helena Palojärvi & co, Finland.

Rita Nielsen, board member of Actis, Norway

Girls in Baltikum - Rita Kubulina, project leader, Latvijas Ģimenes plānošanas un

16.15 – 16.30 **Discussion and closing remarks.**